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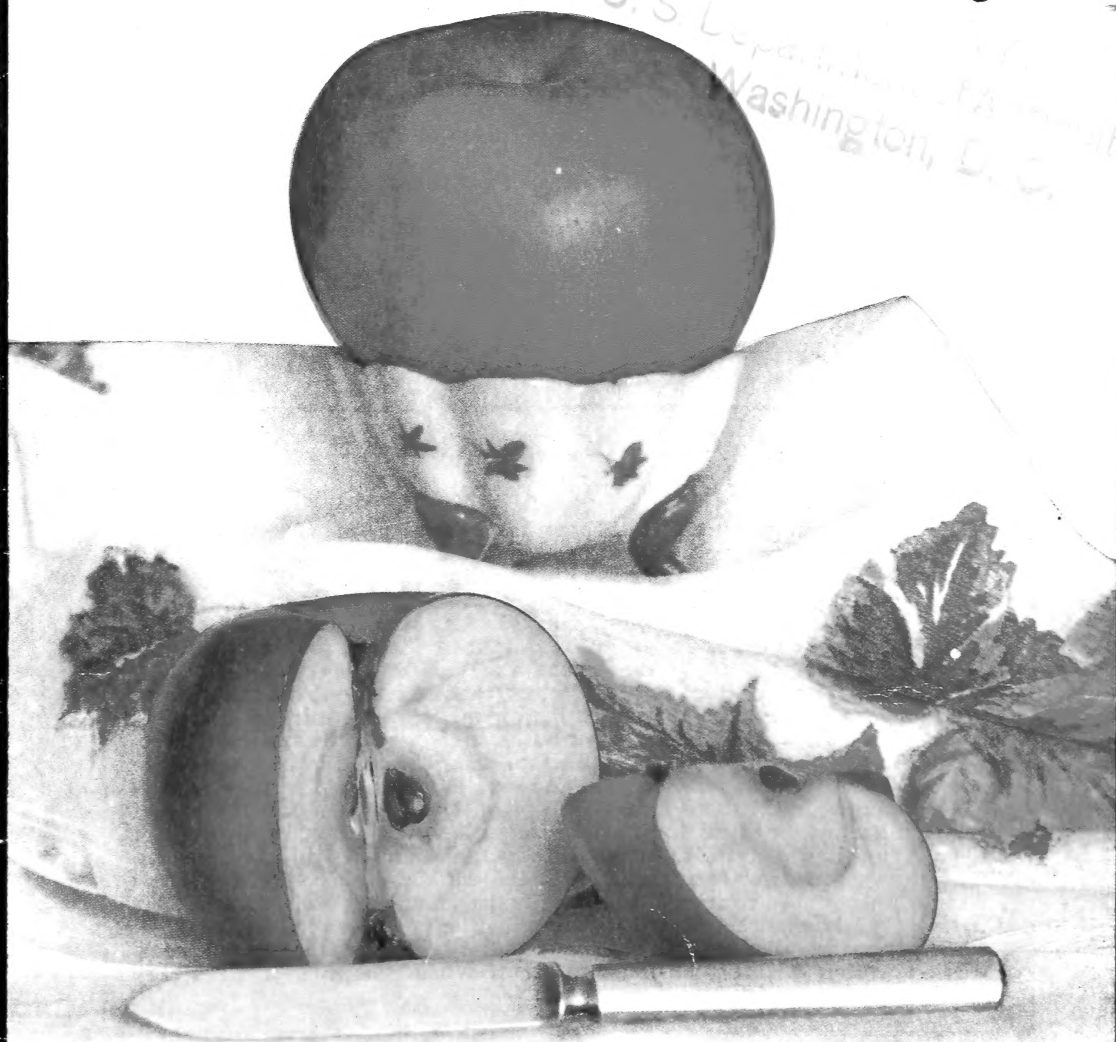
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Morey's Trees Stand the Test

*J. B. Morey Nurseries
Dansville, N.Y.*

1912

*Isaac C. Rogers
Sales Mgr.*



GENUINE Dansville Grown Baldwins grown on Morey grown trees, reproduced in three colors, (reduced one-fourth) direct from the fruit, by a Dansville grown boy, and printed by a Dansville grown firm, one of the largest and best in Western New York.

MOREYS ROGLERS

The Combination That Stands For Good Trees and a Square Deal - -

To Business Tree Planters:

While I am a stranger to most of you, my trees are not. I have been growing trees ever since I was a boy, and I well remember the old-fashioned ways in which much of the work was done in those days. It's different now.

Father and I have grown hundreds of car loads of trees, nearly all of which were sold to other nurserymen and dealers. Few planters ever heard of Dansville trees until a few years ago, and still fewer know that we grow more trees here than all Rochester.

Hundreds of thousands of trees father and I have grown, have been sold to planters by Rochester middlemen. The fact is, that instead of Rochester being such a great nursery centre, Dansville is the nursery centre of New York State, the difference being that Dansville raised thousands of car loads of trees, but Rochester sold them, or in other words, Dansville trees made Rochester famous to a great extent.

When I say that while I am a stranger to most of you, but my trees are not, I mean just what I say. Thousands of fruit growers who hear this year for the first time, that "Morey Grows Good Trees" have already planted Morey trees, purchased of other nurserymen.

Now, we come to you direct, and independent of all middlemen, in this new departure, thoroughly equipped for the handling of fruit trees direct from grower to planter, and ask you, to place your order, direct with the grower, offering you as we do, not only Dansville grown trees, free from San Jose Scale, but the best trees and the safest trees that skill and long experience can produce.

J. B. Morey

THE J. B. MOREY NURSERIES

J. B. Morey and Isaac C. Rogers Join Forces. A Splendid Combination

By a recent arrangement, J. B. Morey has associated Isaac C. Rogers with him in the nursery business and we consider the combination a mighty good one. The Morey nurseries have been doing business in Dansville for forty years and therefore need no introduction here. They have for years enjoyed a well-earned reputation of doing business on the square. Heretofore they have been selling their entire output to dealers, and to other nurserymen. Under the new arrangement the entire product of their large nurseries will be sold direct to the planters, thus cutting out the middlemen entirely. Mr. Morey will look after the outside work of raising the stock and handling it, while Mr. Rogers will have charge of the selling department, being in the office most of the time. Handsome new catalogues are being printed for distribution and the business under the new plan is rapidly being reduced to a thorough working basis. Mr. Morey is a past master in the matter of raising nursery stock, having been at it all his life, and his running mate, Mr. Rogers, has had long and active experience in the business, and there is not a detail of the work, from start to finish, that he is not thoroughly conversant with. He has hundreds of friends all over the country who will be pleased to know that he is again actively engaged in nursery work. We bespeak success from the beginning for the new combination, which will do business under the name of the J. B. Morey Nurseries. — *Dansville Advertiser.*

REFERENCES:

CITIZENS' BANK OF DANSVILLE, N. Y., F. FIELDER, CASHIER.

MERCHANTS AND FARMERS NATIONAL BANK, J. M. EDWARDS, CASHIER.

A BIT OF HISTORY

The J. B. Morey Nurseries

Established 1865 by the Late J. B. Morey
1865 to 1869, J. B. Morey Nurseries

1869 to 1889, Sweet & Morey
1889 to 1911, Morey & Son

The Morey Story

In 1865, the elder J. B. Morey began growing trees at Dansville. At that time the nursery interests here were very small indeed. In 1869 he was joined in business by his brother-in-law, and for twenty years, the old firm of *Old Firm of Sweet & Morey* Sweet & Morey, were the leading growers in Dansville. The name stood for fair dealing and reliable trees, and a reputation was established, which has never been broken by either, as the names of Sweet & Morey are still among the most highly respected in the nursery trade.

Having himself played such an important part in maintaining the high standing of the Morey name among nurserymen, the one great desire of the J. B. Morey of today is that in this change of business, direct with the planter, he may be able to establish and maintain the Morey name, in as high respect among fruit growers, as these two names now stand among nurserymen.

The Morey Name The writer well remembers Sweet & Morey partnership blocks of Horse Chestnut and other slow growing shade trees, which were still growing on the Morey farm, up to within a few years ago, but since 1889, the Moreys have given almost exclusive attention to the growing of reliable fruit trees.

When our J. B. Morey became of age, the partnership was dissolved, and our J. B. took almost entire charge from that time on, the business being conducted under the firm name of Morey & Son.

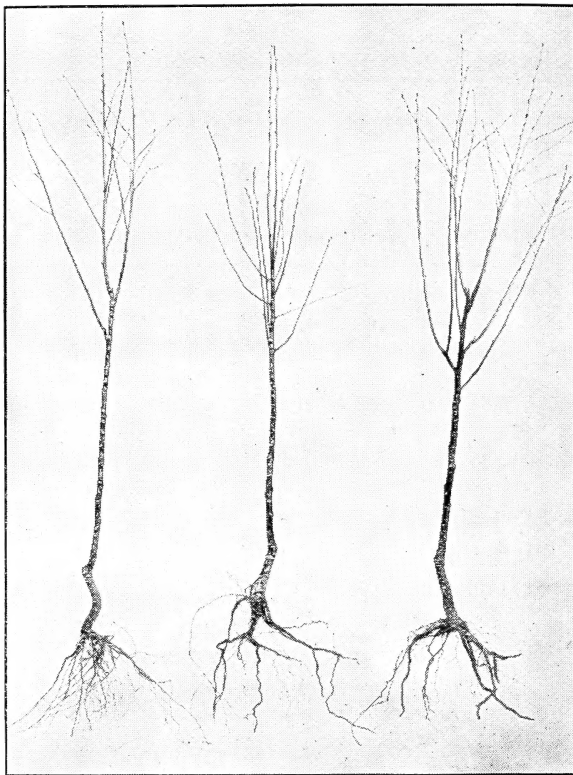
This plan of selling trees direct from the grower to planter is not the result of a moment's thought. J. B. and his younger brother have spent many *Change of Plans* an hour on rainy days and long evenings talking over and planning for just this change, and being independent of the middleman.

The Morey idea is for a square deal, and if he cannot give you a square deal there will not be any deal at all until he can. The writer has personally handled hundreds and thousands of the Morey trees, distributing them to fruit growers all over the country, some seasons during his earlier *Morey Trees Stand the Test* experience, almost the entire output in some lines being Morey trees, and now, after fifteen or sixteen years test, one could not ask for a cleaner record.

This is the first Morey catalogue. The effort has been to tell the truth about the trees and the varieties offered. If you can find any cleaner nursery catalogue, more free from misrepresentation or misleading statements, Morey and Rogers would both like to see it.



Showing proper point to measure grade of fruit trees—two inches above the point at which bud was inserted in the stock.



$\frac{1}{2}$ $\frac{3}{8}$ $\frac{3}{4}$
Three grades of our 2 year old Montmorency cherries, showing possibility of deception in buying trees by height alone.

Correct Methods of Grading Trees

Grading fruit trees by height alone is misleading. It is often the case that lighter trees are just as tall as the heavy, and while they may be and probably are, just as valuable in most cases for the orchard, they should be sold in the grade to which they belong.

Where so many hundreds of thousands of fruit trees are grown in a nursery center like this, and shipped to other nurserymen and dealers all over the country, some system of grading is absolutely necessary.

As will be seen by the photo, here are three trees, in three different grades, all about the same height. Excepting in the case of one year olds, handling trees by height, would never give satisfactory results among nurserymen, and it is not very satisfactory to planters. It will be far less so, when many of them find that trees they have bought and paid for as first class are two or three grades below it.

A Standard System of Grading Necessary

The grading of fruit trees by caliper and height is the only satisfactory method of handling two year old trees. It is the system used between nurserymen, and the same grade should go to planters.

Considerable judgment, skill and experience is required to take a bunch of



trees as it comes from the nursery row, and properly and rapidly place them in the different grades, very often all measurement of both caliper and height being made by the eye alone, through becoming accustomed to the work, from years of practice. The general character of the tree is considered. Trees that are crooked, misshapen or otherwise unfit for any grade, are rejected and burned. Allowance is always made for poor or light growers, such as Bosc or Winter Nelis pear, also for varieties like R. I. Greening apple, inclined to grow crooked. "If they are not crooked they are not right" often applies to many of the trees of some sorts, so that crooks and defects must, of necessity be overlooked, and allowance made for such sorts.

Our photo shows the proper point to determine the grade of a tree by caliper, which is two inches above where the bud was inserted in the stock, *Proper Point to Measure* with budded trees, and at a corresponding height with root-grafted apples. The point at which a tree is measured makes a great difference to the grade in which they would be placed. Many suppose they are measured at the ground below the bud, or at the collar as it is called by some; others think it is at the union of the bud and stock, (this is also incorrectly called the collar); but in both these cases many third grade trees would caliper larger than a first class tree properly measured.

Very often a tree may caliper heavy enough for first class, but not have the required height, and in this case it often passes to the lower grades depending on circumstances, as allowance is often made for a little shortage when trees are well up to grade by caliper—Seckel pears for instance, grow short and stocky.

Morey trees are graded by both caliper and height, and planters will get the same grades that have given the Morey trees the high standing among nurserymen and dealers for nearly half a century.



What Size Trees Best To Plant

The conditions under which the planter is obliged to work, must often determine the size of the trees to be planted. Where land is *Conditions Determine Size* very high priced, and it is necessary or desired to grow other crops between them for a few years, or in other ways a high head is required, it is generally better to plant trees large enough to allow of high heading.

But, low heads are the thing, whenever and wherever possible. For this purpose there is really nothing better than a one year old tree, but almost exactly the same results can be obtained from a two year old tree where the heads can be gotten down low enough to meet the idea of the planter.

Of first importance is to get the variety you need, true to name. Upon the variety, the purity of the trees, their health, thrift and freedom from disease, and the care you give them, depends the future of *Purity of First Importance* your orchard, not on the size of the trees planted.

The idea that a tree is stunted, if it is smaller than its fellows, is a mistaken one. There are hundreds of causes which may affect the size of a fruit tree in the nursery row. The fact of the matter is, the size of a tree from a good block, well grown and carefully handled, provided it is healthy, has no more to do with its



real value, than does the size of a bag of fertilizer, a bag of mixed feed, or a can of paint, have to do with the actual value or analysis of the contents.

The vital point in the value of a tree is its purity. It must fit the label, or its value is actually less than nothing. Next is its freedom from scale, and conditions as to health and thrift, or ability to grow well when planted. When taken from a well-cared-for nursery block, last and not least of all, is the size, which makes a difference in the selling price, and but little to its real value.

Conditions entirely unknown to the planter, such as close planting, unevenness in soil, a little later start of the bud, and many other causes may affect the size of the tree. Very often the small stock in the nursery row start first

Conditions and get ahead of the others, as frequently the buds in the largest
Affect Size stocks fail to start at all or start later. A bud may get knocked off while small and have to start again, making a smaller tree as a result, and so it goes, as every experienced grower knows.

The ability to succeed with any tree depends largely on the man behind it.

The Man Behind One man will take trees which another will discard and make
the Tree a better orchard. It's the men behind the tree in both nursery and orchard that count, far more than mere size. We have no

desire to push the sale of any particular size of tree. We have the different grades from which to select according to your own ideas, to meet the conditions under which you are working, but if one cannot afford to buy large trees, he need not hesitate to plant the smaller trees we offer, as our trees in any grade will give good satisfaction. It pays us to burn what will not please you.



No "Tangle Foot" Business

You know how sticky fly paper works. The more flies that get stuck, the faster they come. They follow the crowd.

Did you ever stop to think how much people were like flies in this respect?

Look!!! Claims of being big, have a sort of charm for them, and the bigger
How Big! a man can make himself appear in a business way, very often the bigger the crowd that comes to him, regardless of any lack of real merit.

The value of a tree does not depend in any way on the number of other trees grown with it, or whether one has 50, 100, or 1000 acres in nursery. In fact, the reliability often decreases with the growing of such immense quantities of trees.

The value of the tree depends far more on the men behind it, no small part being the skill of the workmen, who after years of working with, and handling the different varieties, know the growth of each like a book

Skilled Workmen in many instances. Without this skilled help, it would never
Count have been possible for the Morey trees to have maintained

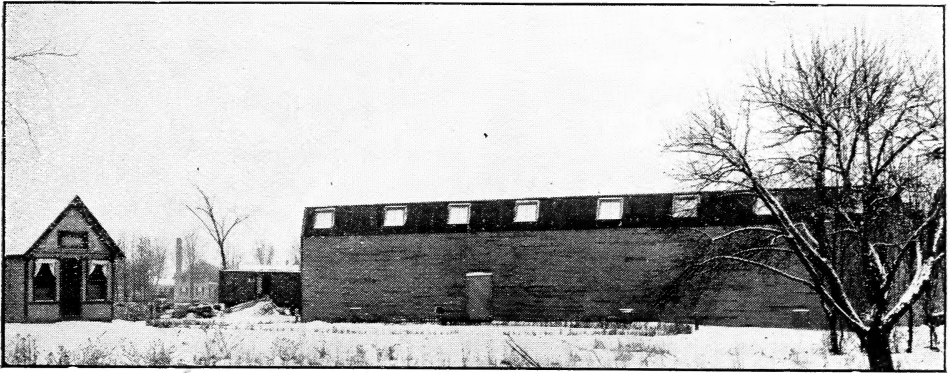
through all these years, the reputation they have for purity, growing as we have at times, almost the entire output in some lines, of several smaller nurserymen, who sold our trees direct to the planter.

We do not grow half of all the trees in Dansville, we do not grow trees by the thousand acres, but for nearly fifty years, the Moreys have been among the leading growers of reliable fruit trees in the Genesee Valley.



DANSVILLE, NEW YORK

MOREY'S
ROGLERS



MOREY STORAGE BUILDING

The connecting link between the grower of fruit trees and satisfied customers.

Advantage of Storage Facilities

THE FRESH-DUG HUMBUG

Fifteen or twenty years ago, nurserymen who stored trees made it a rule to keep them just as dry as possible, without withering. Very often the trees dried out too much, did wither, molded, or did not keep well, and many died when planted. Such trees did not give general satisfaction to the planter and there was then a great deal in favor of fresh-dug trees. Soon after that, the other extreme was resorted to, that of frequent wetting down, and at the same time, giving thorough ventilation. This brought trees through in fine condition, but we are now doing still better, by packing the roots of our trees in shingle shavings, excelsior and such material, and they come out of storage in the spring in perfect condition.

Before nurserymen learned how to keep trees over winter properly in storage, the advantage of fresh-dug trees seemed very evident. It was, indeed, a beautiful theory, but the great drawback was the delay in getting the orders filled in the spring. Some seasons, the losses to both nurserymen and planters were very heavy. As it is at present, where trees can be kept in perfect condition in storage, the grading, filling orders and packing, can all be done under cover, and orders gotten off in good season. Fresh-dug trees are as much out of date now, as using the sickle for cutting wheat or the flail for threshing it. The nurseryman without storage facilities is badly handicapped these days, and about the only ones who advocate fresh dug trees are those who have not business enough to need storage or unable as yet to build one. Claims about the advantages of fresh-dug trees now, are all humbug, where trees are properly cared for in storage.

The word "fresh" has charms, and it is all right in its place. Nurserymen still claim to have nothing but fresh dug trees, who store all their trees over winter that they possibly can.

The writer knows from bitter experience that there is no comparison in the advantages to both planter and grower, between undertaking to dig all trees fresh in the spring, and that of being able to ship early from storage. The "fresh-dug" nurseryman gets kicks in the spring, kicks all summer, and kicks to make good in the fall, and an honest nursery-



Sectional view of inside of Morey storage. Note care and system with which trees are packed away.

Your trees are safer here, can be shipped earlier, will grow better on that account, and give better satisfaction, than it is possible to get from fresh dug trees, especially after such a severe winter as this one.

man dreads nothing much worse than kicks or complaints from his customers.

You can have your trees all planted when shipped from storage, often before we can even dig trees here in the spring.

The nurseryman who actually does follow the "fresh-dug" theory, feels like going on a vacation at the end of the packing season, to avoid the complaints. From actual experience we know that from ten to fifty times as many complaints came from planters of fresh-dug trees, than were received during seasons when we were able to ship early from storage. Remember, you will not have to wait all summer for Morey trees to start to grow.

While following the "fresh-dug idea, the writer once had a letter from a customer late in spring, something like this: "My potatoes are all dug, *Spring* my corn cut, and I want to start husking next week. Please ship my *"Husking"* trees." He said it for a joke to represent how long it seemed to him to have been waiting for his trees, but it struck home. As soon as we were able, we built a big storage, which is the only safe road to pleasant dealings with planters.

No. 1496

STATE OF NEW YORK DEPARTMENT OF AGRICULTURE CERTIFICATE OF INSPECTION OF NURSERY STOCK

This is to Certify that the stock in the nursery of The J. B. Morey Nurseries of Dansville, County of Livingston, State of New York, was duly examined in compliance with the provisions of Section 805 of the Agricultural Law, and was found to be apparently free from any contagious or infectious disease or diseases, or the San Jose scale or other dangerously injurious insect pest or pests. This certificate expires September 1, 1912.

Dated, Albany, N. Y., December 30, 1911.

R. A. PEARSON, Commissioner of Agriculture



DANSVILLE, NEW YORK

MOREY'S
ROGLERS

Square Deal Guarantee. Three to One

The value of a guarantee depends so much on the man behind it, that the guarantee itself sinks into insignificance. Too often it is simply a loophole for dishonest dealers to crawl out of trouble. The simple replacing of a tree free of charge, or refunding the price paid for it, when it proves untrue to name, is not satisfactory to any fruit grower. In such a case, the planter takes all the risk, the nurseryman none. Of course, there is always a possibility of error, even where one attempts to grow his own trees, or cuts scions from bearing orchards. Fruit growers themselves, make mistakes sometimes, as the writer has learned by experience, having found as high as five different varieties mixed in one lot of scions he has received cut direct from bearing orchards.

We believe that three times the price paid for a tree is little enough to guarantee and while we do not look for any trouble, as the purity of our trees has already become so well established, there is always the possibility of slight error, and should such occur, our customers can depend on fair treatment and a square deal. There is seldom any difficulty, in any line of business, in adjusting differences where both parties are inclined to be fair.

Tree planters should keep a record of every tree planted and its location in orchard, together with the name of the nurseryman from whom purchased. This is for their own as well as the nurseryman's protection. It is very easy to forget after a few years, just where a tree was bought, or what the name of it was, unless a record is kept.



Why Is There No Scale in Dansville?

This is not a fruit growing section. The nurserymen grow trees and the farmers grow potatoes. Compared with these two products, all other crops are of small importance. Young orchards are few and far between, and nearly all of those planted have been Dansville grown trees. Owing to the risk of getting scale, nurserymen have been very careful about using buds or scions from other sections. Very few trees have been grown from scions from bearing orchards for several years, in fact, almost nothing, comparatively, is now being done in this line. It would be a mistake to say that no San Jose Scale ever came to Dansville, for it has, many a time. But the fact that Barden came also, is the reason why, to a great extent, no scale ever got into the nurseries.

But who is Barden? you may ask!

Why Barden is Dansville's Dr. Wiley. Dansville's faithful "watchdog."—J. J. Barden, State nursery inspector for this section, and one of the best inspectors that ever stepped in a nursery. It used to be said he could "hear their hearts beat." He has burned hundreds of thousands of buds and scions sent here for propagation, but never yet found scale on a tree growing in a Dansville nursery. See certificate of inspection.

Morey Trees Are Safe Trees



"Wholesale" Prices

It is necessary to stretch the word "wholesale" very badly out of shape and out of place to cover all the uses made of it. It is a well known fact that inexperienced buyers will often pay more for goods offered at so-called "wholesale" prices, fire sales, and the like, than they would have to pay for better goods at reliable houses.

Does it stand to reason that a man would sell you trees, and go to the expense of getting together one or two of a kind, as offered by some at "wholesale" (?) prices, or even in larger quantities, if he really could get as much for them at wholesale; packed in bulk in car load lots, taking his entire crop, if his trees were really first class of the grades represented?

It is natural for a man to want to do the best he can when he buys. This is just what every tree planter should do, but look before you leap. Don't lose \$50 to save 50 cts.

Not only would you be able to see, if the trees were properly graded, according to the Morey Standard, that you are, in most cases, paying as much or more for a smaller tree, but this is of very small importance compared with the fact that the planter can very seldom tell by the appearance of a tree whether it is true to name or not. You might be pleased with the looks of a tree from anyone, but a pretty bee may sting you. Remember that fruiting time is the real test of the value of a tree, and the way the fruit looks then is what counts. The feeling of security in dealing with a reliable firm is worth something. It is astonishing how people will risk so much to save (?) so little. A case is known to have occurred in a leading nursery centre the past

spring where a man who advertises trees at "wholesale prices" bought 12,000 or 15,000 apple trees, took off every label, and then proceeded to fill orders from them, any kind they wanted. The Lord help the planters, but they were saving (?) a penny or two on a tree, buying at wholesale (?), and they are, no doubt, satisfied for a while, perhaps even sent testimonials, that will help him catch some other poor fellow. Fruit growers do

not realize the mistake they make in giving their recommendation to such concerns, simply because the trees please them, for you can tell no more about the real value of a tree by the looks, than you can tell what is in an egg till you break it.

While you would often find that if trees offered at so-called "wholesale prices," were properly graded, according to the Morey standard, that our prices would be really lower, it may not appear so to you now, and it might seem like asking a great deal of you to pay us a few dollars more to fill your order with Morey trees, but in the long run you will never regret it, and years after you forget all about what the trees cost you, the satisfaction they will give you will repay many times over, any apparent or real additional outlay now.

We Pay the Freight

on early orders to five distributing points: Albany, N. Y.; Philadelphia, Pa.; Pittsburg, Pa.; Detroit, Mich.; Chicago, Ill.

See prices and discounts on following pages.



Summer and Fall Apples

While in some sections near large markets like Boston, New York and Philadelphia, for instance, the growing of fine early apples is generally very profitable, the direct opposite is the case over a large part of the country. It is a matter which should be looked into carefully by each one for himself. In a section like this, the market for summer apples is very limited, and while there are exceptional years, the prices are generally too low to pay to gather.

VARIETIES OF SUMMER AND FALL APPLES

Named in about order of ripening.

Yellow Transparent. Yellow, medium size, quite acid, fairly good quality, and fine for cooking. Tree hardy and bears very young. Of sufficiently dwarf habit to adapt it to close planting in small gardens. Profitable for market in some sections.

Early Harvest. Yellow and white, medium size, subacid, good quality. Valuable for home orchard, but not so largely planted as some years ago. Tree rather subject to disease.


Red Astrachan. Rots very badly on the tree and goes down quickly on the market. Valuable as a cooking apple. Red, acid, medium size and medium quality.

Sweet Bough. Yellow, sweet, large size, finest quality. Fine for home orchard and sometimes very profitable for shipments to special markets, like Boston, for instance.

Oldenburg. (Duchess of Oldenburg). Striped yellow and red, good size, acid, rather poor in quality, but fine for cooking. Tree very hardy, bears young and regularly. Largely planted and succeeds almost anywhere.

Gravenstein. Striped red and yellow, large size, mild subacid, very good quality. Valuable for home use and popular on the markets, as it stands up well and gives good satisfaction.

Ohio Nonpareil. Red and yellow, large size, mild subacid, of a rich pleasant flavor, very fine quality. Tree a strong, spreading grower, good foliage. Sometimes tardy in coming to bearing under high culture. One of the finest of all fall apples for home use or market. Better than Gravenstein.

 **No Trees** for sale, but will grow under contract. See last page.

Maiden Blush. White and yellow, with red cheek. Medium size, medium quality, subacid, and fine for cooking. Profitable in some sections, but not as largely planted as some years back.

Wealthy. Red, medium size, mild subacid, medium to good quality. Tree hardy, bears very young, and is inclined to overbear, making fruit too small for market unless thinned. One of the best apples to plant as a filler and very profitable in some sections. Adapted to a very wide range of conditions. It is preferred to McIntosh by many large growers on account of earlier bearing and being more productive. Ripens a week or more ahead of McIntosh, and under some conditions nearly equals that variety in quality. Like the McIntosh, it too was offered as a winter apple a few years ago, but it is not even a fall apple, as far north as here, and in sections similar to New Jersey it is a midsummer variety.

Fall Pippin. Yellow, very large, and of the finest quality. Often confused with other pippins of lower quality. For fancy trade, direct with the consumer, will probably be largely planted some day.

McIntosh. Rich, deep dark red in the sun, above medium to large in size, and under favorable conditions, in sections to which it is adapted, of a mild, pleasant flavor, and of very fine quality. It varies so with the locality that it is often classed as poor in quality and is a disappointment in many cases. With us it would not, by any means, be classed as "of unsurpassed quality," as it lacks the richness of the Fall Pippin, Ohio Nonpareil and such winter sorts as Jonathan and Spitz.

Tree hardy, a strong, spreading grower, with large, healthy foliage, and

while it begins to bear fairly young under some conditions, it is not adapted to use as a filler. There are many complaints that it is a shy bearer, while in sections like northern Vermont and others to which it is adapted, it is one of the leading varieties for profit.

It is a great mistake to plant this variety, expecting it to be a winter apple, excepting in northern New England and similar sections. Many who did so have found it an early fall or summer apple.

The McIntosh requires very careful handling, as the fruit bruises easily. Instead of going "McIntosh crazy" planters should look into the matter carefully, before going into it very heavily. There is no question about its being a fine apple, but it varies so greatly with conditions, that actual test alone will decide.

The writer has over 2000 young trees of McIntosh in orchard and intended to continue planting it heavily, but as it comes to bearing it is a disappointment. This, however, does not hurt so badly as the recollection of having recommended it highly a few years ago, as it will, no doubt be a disappointment to many others.

If one finds the McIntosh is adapted to his conditions, even though ripening too early for winter, the matter of holding in storage for the holiday market is worth considering.

Fameuse (Snow). Red with white flesh. Small to medium size, but very good quality. Somewhat subject to scab. Tree hardy and very productive. Better adapted to careless handling than the McIntosh. Largely grown in District No. 1.

At the recent meeting of the **New York State Fruit Growers** at Rochester, the writer was surprised to see such fine New Jersey apples as were exhibited in Bowker booth. These were grown by spraying with Pyrox, and aside from the exhibit being a good advertisement for Pyrox, it was especially interesting from the fact that this spraying material seems to be revolutionizing the growing of winter apples in that state.

The Jersey boys at the Rochester meeting were very enthusiastic about Pyrox for apples. We can all well afford to look into it.



These two trees are exactly the same age, the one having been cut back at 1 year old, probably on account of injury by rabbits, and allowed to grow up again to a whip. The other was grown as a two year old.

This shows the possibility of cutting back a small one year old or even a cheap two year old, to make a large one year old tree which sells for a higher price. It is a mistaken idea that a large one year old tree is always the result of extra thrift, or worth any more than a two year old graft, even though not of the largest size.



Winter Apples

The situation which confronts the apple grower at the present time, is one worthy of careful thought. To many minds there seems to be no possibility of ever overdoing the growing of fine quality winter apples, the increased demand, will, in their opinion, offset the heavily increased planting. On the other hand, many of our leading, long-headed fruit growers agree in the opinion that the time is coming when, if a reasonable portion of the apple trees now being planted, should come to bearing, there would be occasional years when prices would be reduced to a lower level.

Whichever may be right, the business fruit grower cannot afford to go in blindly. The conditions under which each one is obliged to work, should be carefully considered. The importance of working for the production of fruit of the highest quality is becoming more and more evident. The time has gone by when any fruit grower can afford to ignore this fact, and continue to plant low quality apples like Ben Davis, just because there is now or has been money in them. The man who laughs at the idea of working for high quality, as mere sentiment, is likely to strike some pretty hard knots later on.

With the coming of Parcels Post, and it is bound to come, the demand for high quality fruit direct to the consumer, will in time, no doubt be enormous, and the finer and higher the quality, the greater the demand.

Conditions are constantly changing. Can we afford to go in blindly?

There seems to be no branch of fruit growing, which offers greater inducements than the planting and growing of high quality winter apples.

FILLERS

The advisability of using fillers in the commercial apple orchard is a subject often discussed, and there is much difference of opinion in regard to it. However, the apple grower so located that the wind plays an important part in the conditions under which he is working, cannot afford to do otherwise than plant fillers. Young orchards when planted thirty or forty feet apart, when exposed to the full sweep of the wind for several years, are not only often injured in shape, but the fruit itself knocked off more than where planted closely.

In this connection, we would refer to the experience of planters in Burlington County, New Jersey, which is one of the most progressive farming and fruit growing sections of the country. J. S. Collins, one of the leading fruit growers of that section, or in fact in the State, and a man whose opinion is worthy of the highest respect, strongly advises the use of fillers as a protection against loss from wind and plants his own apple orchards 200 trees per acre. Wealthy is largely used as a filler.

OUR DISTRICTS

Owing to the fact that some varieties are adapted to a wide range of conditions, reference to same by district is more satisfactory.

DISTRICT NO. 1.—Coldest sections of Northern New York and Northern New England.

DISTRICT NO. 2.—New York and New England, excepting in the extreme north also for northern portions of Pennsylvania, Ohio, Indiana, Illinois and through Michigan. Higher altitudes of districts 3 and 4.

DISTRICT NO. 3.—Central and southwestern Pennsylvania and central and northern New Jersey.

DISTRICT NO. 4.—Lower New Jersey, southern Pennsylvania, Maryland, Delaware, Virginia, southern Ohio, Indiana and Illinois, Missouri and similar sections.

The selection of varieties adapted to different sections is often a difficult matter to the beginner. It is unsafe to depend on the recommendations of any one at a distance, and we do not care to take the responsibility, but our recommendation of varieties will not be found to be mere guess work, or influenced in any way by personal interest or the desire to push the sale of any variety.

Baldwin. The most popular of all winter apples for District No. 2, and under ordinary conditions is generally the most profitable, as it seems to thrive under neglect, but responds to the highest culture as well. Notwithstanding the fact it has been so largely planted, it seems to increase in popularity from year to year. The quality varies considerably with the conditions under which it is grown and the way it is handled. It often reaches the highest perfection in quality in sod orchards. When highly colored and at its best, the quality is very satisfactory. Indeed, there are conditions under which it is considered very high quality and fine flavor.

☞ We wish to call particular attention to the Baldwin on our front cover page. It may be of interest to know that this is the result of photographing direct from the fruit. This is the genuine three color process work. There is no fake work about it, such as is so often done, merely for effect, the result in most instances being disgusting to the intelligent, careful observer.

"As showing how Pennsylvania apples are coming to successful competition with the famous Western product, State Economic Zoologist H. A. Surface announced that Baldwin apples are selling in San Francisco at eight dollars a bushel."—*Moorestown (N. J.) Chronicle*.

R. I. Greening. A close second to the Baldwin in popularity for District No. 2. Fruit does not carry as well in storage generally and red apples usually bring higher prices. There are few finer cooking apples, and while it is quite acid, when well handled and ripened, it is richer in flavor than the Baldwin, in fact very fine quality. Ordinarily, however, the Greening is not an apple that would be chosen for dessert, but for any conditions it has a great reputation for cooking.

Spy. One of our finest old varieties and where it succeeds should be heavily planted. Heavy land is considered best for it as a rule, but it is certainly a valuable variety on the lighter hill soils in this section. Tree is often tardy in coming into bearing, but if your conditions suit Spy, go in for it.

Spy is at home in District No. 2, but it is also hardy and successfully grown in some parts of District No. 1.

Under some conditions Spy does not color up well, and hearing of it being recommended for planting as far north



This shows the three stages in the production of a one year old budded apple. The stock is planted, allowed to grow a whole year, during which time it is budded. It is cut back to the bud the following spring and forces a growth in shape of a whip. It is now exactly the same age as a two year old graft.

This shows the mistaken idea that while a two year old grafted tree may show a much larger amount of growth than a one year old bud, that because it is not of largest size it is not worth just as much for planting as a large one year old.



as northern Vermont, wrote to H. H. Hill about it. His reply may interest others: "Spitz and Spy are left on the tree here until the last of apple picking, often done the fore part of November, in order to get the deep red color, so much desired. A week or ten days after we begin to get frosty nights, with sunny days, will color red fruit more than the whole season before. They hang on well in high winds."

Fruit is large, red, yellow, and slightly striped. When well grown and ripened, is certainly of very fine quality. It often keeps in an ordinary cellar in fine condition until late spring or early summer, if it gets the chance.

Further south in Districts 3 and 4 it is one of the finest fall apples.

Spitz. This is a variety for the specialist and one worthy of all the extra care it can get. Some people laugh at the idea of planting Spitz, when we have other varieties easy to grow, and which succeed almost anywhere, but opinions on this subject vary considerably.

Under neglect, the tree is often difficult to get well started. It is not a variety suited to the needs of every one, although it is adapted to a very wide range of conditions and soils. For the careful grower for fancy box trade direct to consumer it is one of the very finest, high quality winter apples for District No. 2 and in the great fruit sections of the west, like Colorado, in the higher altitudes, and on the Pacific coast, the Spitz grows to perfection.

We also find it grown in Northern Vermont where it is hardy and doing well, and from that extreme, to the fact that it is one of the best fall apples in some parts of District No. 3, its adaptability to a wide area needs no further comment.

New Jersey grown Spitz brought the highest price on the Philadelphia market the past fall, the Ben Davis being down at the bottom, the Grimes Golden half way between.

One strong point in considering the value of the Spitz under our conditions, and we know that much the same conditions exist elsewhere, is the fact that it hangs on in a storm in a surprising manner. The past fall, the heavy windstorms which took off nearly all the Baldwin and Greening in exposed orchards in this section, left the Spitz hanging, with but slight loss. We learn through a letter from H. H. Hill,

that the same is true of it in northern Vermont.

From the nature of our trade heretofore, we have been growing the Spitz in but a limited way, but we will be glad to grow on contract from young orchard trees, for those who know a good thing when they see it. See last page.

Jonathan. This fine old variety is adapted to even a wider range of soil and conditions than the Spitz. Of course it varies greatly with conditions growing to large size further south and west, running smaller under less favorable conditions as we sometimes find it, but even right here at an elevation of about 1,600 feet, it is one of the very finest, and most beautiful high quality apples that we have, and it is growing more and more popular. Large size is not the first consideration with an apple for fancy trade. The Jonathan is smaller than desired under some conditions, much depending on the market and purposes for which it is wanted, but aside from this it is placed among the very best winter apples for District No. 2 and from Ohio, westward to the Pacific Coast it is one of the very finest winter or fall apples, depending on the location and altitude, and there is no other good apple that keeps better in cold storage. Plant Jonathan for box trade.

The tree is a graceful spreading grower with willow-like limbs, and the fruit hangs on well in a severe wind storm. Begins to bear very young, even on little bush-like trees not four feet high where the limbs bend over with the fruit almost to the ground.

In this section the fruit colors so nearly all over it is difficult to find specimens which show anything but solid, rich red.

Jonathan is an apple that will please the man who wishes a few trees to bear fruit for home use, or very often to plant to raise apples by the train load.

Stayman Winesap. This is a variety grown in a limited way in the nurseries here, but for sections further south and west, it is one of the most valuable winter apples. The writer has been interested in this variety for several years, and while it is perhaps, not needed here in the north; under the conditions which we are working, it is a very valuable apple even here. The trees are strong growers, with large healthy foliage, begin to bear very young and bear regularly. Fruit is large, fine



rich quality and a late keeper. On our light soil it colors nicely, but on heavy land and under high culture it is often poorly colored, and there is some complaint of its cracking, but there is no doubt of its great value. The old Wine-sap keeps later.

We can supply trees this spring in limited quantities, but will grow on contract from scions from young orchard trees already in bearing. See last page.

Sutton. While there are conditions and people the Sutton does not suit, it is one of our best winter apples where it succeeds, for our District No. 2. The tree is a beautiful symmetrical, upright grower, well adapted to close planting, and while the trees do not start to bear as early as Wealthy or Jonathan, and in

comparison with them is a tardy bearer, it is no later in getting to business under ordinary conditions than other leading varieties, and under some conditions begins to bear quite young.

The fruit is not as good for cooking as the Baldwin, but is a better apple for dessert, being less acid and of higher quality. Fruit is large, shaded and slightly striped with yellow and red.

Grimes Golden. Medium size, yellow, mild sub-acid and very fine quality. Adapted to a wide range of territory. Tree a good grower and early bearer, though not as early as Wealthy or Jonathan. A winter variety here, but a fall apple in earlier sections. Markets seem to prefer a red apple, if quality goes with it, and Spitz and Jonathan outsell it on the same market.

General List of Winter Apples

Ben Davis. Too poor in quality to be worthy of a place in any orchard anywhere, that we know of. Still planted, for it has paid the grower in the past. We question the wisdom of planting any low quality winter apples, either from a standpoint of business or sentiment.

Fallwater. Very large, yellow and green with a mottled appearance. Flesh is coarse, only medium in quality and far surpassed by other sorts in flavor and appearance. Still popular in some sections. It produces great quantities of big apples, almost every one of which blew off and were used for cider in this locality the past fall.

Hubbardston (American Blush). Red, yellow and striped. Medium to large. Of a mild, pleasant flavor and good quality, fine for dessert, but not as desirable in several ways as other sorts.

King. Very large, red and yellow slightly striped, flesh a little coarse, but of a rich, pleasant flavor and very good quality. Very popular in some sections. Tree is inclined to be short lived and often does better topworked.

Northwestern Greening. A variety we have been growing for the dealers' trade, but is not needed here. Large, green and yellow, medium to good in quality. Valuable in some sections of the northwest.

Rome Beauty. Red and yellow, above medium size, sub-acid and fairly good quality. Tree a strong grower and begins to bear early. One of the leading varieties in some parts of Districts 3 and 4 and also does well here, but is not as much needed in District No. 2. Especially fine for baking.

York Imperial. One of the most valuable late winter apples for some parts of southern Pennsylvania, Virginia and West Virginia though rather coarse and of only medium quality.

Tolman Sweet. White and yellow, sweet, rich and good. Medium to large in size and one of the best of the late keeping sweet winter apples.

Pound Sweet. Very large, yellow, sweet, rich and fine quality. Season late fall and early winter in this section.

Winter Banana. Medium size, yellow, mild sub-acid, good quality.

Wagener. Red, yellow and slightly striped. Flesh white and of a mild, pleasant flavor. Trees are fairly strong upright growers in nursery, but begin to bear early and bear themselves to death under neglect. Valuable as a filler in some sections, but would much prefer Jonathan.

*CRAB APPLES*

Transcendent. Yellow and red. The most popular of all crabs.

Hyslop. Dark red, larger and later than Transcendent.

DWARF APPLES

Budded on Imported Doucin Stock.

All of our buds for our dwarf apples were selected from finest bearing trees.

The value of dwarf apples lies almost exclusively in their adaptability to close planting for gardens, home orchards and estates of the wealthy.

The results of test orchards of dwarf apples in different parts of New York State give no encouragement as to their value for commercial purposes.

Dwarf apples appeal to those who have but limited space, where they can be closely planted, even but a few feet apart, like a hedge. They are also frequently trained on a trellis. They do not produce as heavily as standards and should seldom be planted with the idea of profit, but the fine, large specimens are a source of much pleasure to those who have but limited space and where the fun of it is the greatest profit.

It is a great mistake to make a humbug of what really has some merit, by making ridiculous claims for it, either through ignorance or attempt to mislead. Claims that dwarf apples all begin to bear the second year, bear a full crop the third year and soon bear a bushel per tree are nonsense.

We have a large stock of these dwarf apples and we offer them on their merits to those who have but limited space and want to produce extra large specimens of the varieties offered, but in point of profit from immediate bearing of large quantities of fruit, they would not be satisfactory.

Varieties of Dwarf Apples

Baldwin, R. I. Greening, King, Spy, Wealthy, McIntosh.

See Collection Dwarf Apples on Third Cover Page.

Quinces

Nearly every woman who is a home maker wants quinces, and if there is any place she can have a few trees, she is not satisfied until she gets them. The question of their value for market is one which each one must consider for himself. They are sometimes profitable, and often the other way, but for home use, from the view point of the good home keeper, they are a great source of satisfaction.

VARIETIES OF QUINCES

Orange, Bourgeat, Champion, Meech, Reas Mammoth.

For all practical purposes, as grown in the nurseries here at the present time, the Orange and Reas Mammoth, if not one and the same, are indistinguishable.

Our J. B. Morey says that many years ago the old firm of Sweet and Morey grew the Orange quince by layering from stools, but a very hard winter killed out the old stools and since that time they have been grown mostly by budding. He is of the opinion that through exchange of buds or in some way, owing to the similarity in growth, the two varieties are no longer distinguishable as grown here. We offer you the Orange as we have it, which we know bears fine quinces, and the fruit is similar, and one and the same thing, to all appearances, that the writer has had direct from bearing orchards of Orange Quince, which were supposed to be genuine. At the same time, we doubt if one grower in a hundred ever saw the genuine Orange Quince, the very name of which suggests its shape.

Champion is a late quince, often failing to ripen properly, and not suited to planting in the north.

Bourgeat is a new sort for which claims are made for late keeping. Tree is a strong, distinct grower.

Peaches

If the apple is the King of fruits, the Queen must surely be a Peach.

During their season, and it has become a pretty long one, peaches take the leading place in nearly all markets. They are now successfully grown, where a few years ago it was thought impossible, and the territory increases each year. Nobody knows where the "peach belt" is now. It has been stretched and broken.

With the heavily increased planting of peaches, especially the low quality canners, one needs to look ahead a little if his crop is to be placed on the general market. We are now facing new conditions in the peach business. So many Elberta have been planted, that during the season of that variety, the prices on some of the large markets, and a good many small ones, are sometimes very low.

Of course, for local trade, where competition is not heavy, it matters little, but there are other conditions where the choice of varieties either earlier or later than Elberta, is necessary for largest profits.

The average consumer is not educated to the fact that the white fleshed peaches are generally finer in quality, not only for table use but for canning as well. In some markets, nearly all yellow peaches are sold either as Crawford or Elberta, principally as the former. Great ignorance exists among consumers. Many are already prejudiced in favor of yellow peaches, but each year sees more and more, who are willing to admit the superiority of the white fleshed varieties for any purpose.

The past summer, after selling Greensboro, Carman, Hiley and Belle of Georgia, direct to consumers at a price of \$1.00 per peck or more, in offering some Crosby, which is itself a high quality yellow peach, to a customer, she said: "Ah you have spoiled me for any more yellow peaches, now that I know what the white ones are."

Young man! work for Quality, and don't forget it.

We would refer every one interested in growing peaches to the bulletins on spraying, issued by various Experiment Stations and the Department of Agriculture at Washington.

In clearing up new land, for peaches, or for any other purpose, never leave piles of brush lying near edge of peach orchard or among the trees during summer.


SELECT LIST OF HARDY PEACHES

See full list for succession for favorable locations.

Unless you live in one of the "most peach forsakenest" sections of the country, you can raise peaches from trees of these varieties, but do not place on rich land in cold sections.

 See guarantee under Hardy Peach Collection last cover page.

With us, at an elevation of 1,600 feet, and sometimes as cold as 20 below zero, varieties like Elberta, which usually bear so heavily, and kinds like Fitzgerald and Champion, claimed to be hardy, fail entirely in the face of conditions under which these sorts give full crop of the finest peaches. They all seem to be heavy, annual bearers, excepting under the most unfavorable conditions.

 See Collection Hardy Peaches on Third Cover.

Greensboro. This variety has been a big surprise to many, especially to those who sold \$1000 worth of peaches per acre, as some Greensboro growers in



Burlington County, N. J. did the past season. That sounds big, and is big, but it's true. There is another side to it, however. Greensboro, when ripened on the tree is of fine quality with us, but under such conditions, eggs can be handled seven times more easily, without injury. Greensboro is not a peach for anyone and everyone to handle, for the highest satisfaction to the consumer, as when picked green enough to be able to handle and ship, the quality is not as good, and while very profitable, it does not please the consumer as well. Good ripe Greensboro, carefully handled, direct from tree to consumer for local trade, create quite a sensation on the market.

Fruit large, sometimes very large, white, nearly covered with red in the sun, almost perfect freestone when fully ripe.

The tree is of distinct habit of growth in the orchard, often not so shapely as other sorts; hardy in bud and a very productive, regular bearer. The writer had single young trees of this variety the past season which produced over \$6 worth of peaches.

For the careful grower and for the home orchard, don't overlook Greensboro.

The demand for this variety is naturally very heavy. We can supply early orders in assortment, but large planters should look ahead and contract for this variety early for another year.

Carman. Ripens with us just seven days after the last of the Greensboro are gone, and if there is any better, or more profitable peach, or one which gives more general satisfaction to grower and consumer alike, the writer and hundreds of other peach growers have never found it out.

The Carman is more easily handled than Greensboro, is one that keeps well in the hands of the consumer when properly grown, and gives the highest satisfaction. It is often the first variety to bear paying crops in a young orchard which brings it close to the grower's heart, especially to the one who takes it direct to the consumer. Sometimes fifty trees of Carman in an orchard of 1000 trees, bear more than the other 950 the first few crops.

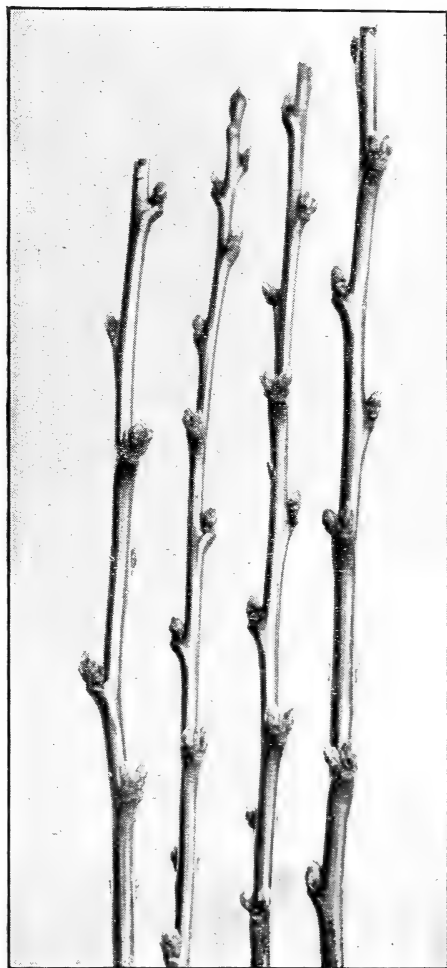
Fruit varies in size with the crop. When thinned, is large to very large. white with red cheek, sometimes almost covered with red. White fleshed, fine

quality; nearly perfect freestone, when well ripened.

The demand for Carman is very heavy.

We have a good supply for early orders.

Hiley, or Early Belle. Ripens four to five days after the last of the Carman, and compares favorably with that variety in hardiness and productiveness, but Carman coming earlier, is more profitable. Our trees of Hiley bore last year, again this year, 1911; and are



Fruit Buds of Hardy Peaches, Greensboro, Carman, Hiley and Belle of Georgia.

These varieties not only bear where others fail, but set more fruit buds the same year, and the recent severe storm which injured other sorts left these in fine condition.



loaded with fruit buds for 1912, several times as many per tree as some other well-known sorts.

J. H. Hale thought so much of the Hiley he said he could not wait for young trees to bear, so cut back and worked over a lot of trees to Hiley in his older orchard.

Fruit large when thinned, highly colored; being white, almost covered with red, white fleshed, more firm though not as sweet as Carman, but good quality and fine for table use or canning. Perfect freestone. Tree hardy, very productive, regular bearer. Valuable for home use, local or long distance shipment. Stands up well and will keep a week or more.

Belle of Georgia. Ripens seven days after Hiley are gone.

Young men, if you are interested in peaches, and want a peach that is a peach, don't be a bit bashful, but walk right up and take the Belle of Georgia home with you. She is a Southern Belle, but likes the north just as well.

It may seem strange to many, and it so appeared to us at first, that a peach, the name of which gives the impression that it is a southern variety, should be so valuable and hardy in the north, but it is indeed true?

While the competition from cheaper peaches of the Elberta type and season, shipped in from other sections, makes it less profitable some years than those ripening earlier, its superior quality and excellence for canning, give it a place with the best class of consumers, who soon learn of its merits, for it is a peach which gives the highest satisfaction to grower and consumer. It is a pleasure in dealing direct with your customers, to have them glad to see you come back, and disappointed when they are all gone.

The Belle of Georgia is one of the

finest white peaches that grows. Large, creamy white, shaded with red in the sun; firm, perfect freestone; good shipper, good keeper, fine quality, and surely nothing could be finer for canning.

Hardy in tree and bud, productive, and bears year after year.

Crosby. Ripens five to seven days after Belle of Georgia is gone. While not as valuable as any of the preceding, it occupies an important place in the list of hardy peaches. It is very fine in quality, and coming, as it does, after the Elberta season is over, its value is increased.

Fruit is medium to large, when thinned, but trees are inclined to overbear, and under neglect, fruit is too small, but it does bear under unfavorable conditions, and gives several times as many peaches as Elberta, or even Fitzgerald or Champion with us.

For those who live in unfavorable locations, and desire peaches, not merely peach trees, to be looking to and living in hopes year after year, our list of hardy peaches, Crosby included, will fill the bill better than any that we can name.

Fruit of Crosby is large or small, depending on condition and care. Yellow, often shaded nearly all over with red. Flesh yellow, firm, fine for table or canning. Freestone.

Hills Chili. Ripens about five days later than Crosby, and while not much of a peach in the estimation of many, as compared with the white varieties, they come in very handy in unfavorable locations. The quality is not very fancy, but it is far more satisfying than green leaves and blue sky. Medium size, dull yellow and red; medium quality but excellent for canning and we have customers who wait each year for these for their canning. Hardy in tree and bud and bears year after year.

GENERAL LIST OF PEACHES

Named in about order of ripening, according to our own record of sales of most of these sorts. Actual experience changes the list from that as sometimes given for the time of ripening of some varieties.

It should be remembered that the time of ripening of any variety can be varied in the same locality by difference in soil and treatment. Rich land retards ripening.

Greensboro. See previous list of Hardy Peaches.

Carman. See previous list of Hardy Peaches.

Mt. Rose. Ripens three days after Carman are gone. Medium to large; white and red; white flesh; freestone and fine quality. A popular old variety in more favorable locations.



Hiley or Early Belle. See previous list of Hardy Peaches.

Champion. Nearly same season as Hiley. Large, almost pure creamy white, but sometimes shaded with red. Flesh white, fine quality, and a perfect freestone. One of the best and most profitable hardy varieties under ordinary conditions. Bears well here on lower levels, but 1600 feet seems a little too high for it.

Crawford Early. An old standard variety, adapted to favorable locations. Large, yellow and red. Good quality for a yellow peach.

Fitzgerald. Large, handsome; yellow with red cheek; perfect freestone; good quality. Hardier in tree and bud than the Crawford and others of that type. Does well on the lower levels, but has not done much for us here.

Niagara. Season about with the Fitzgerald. Compared with the big claims made for this variety by those who still boom it, and the consequent expectation of planters, this variety will prove a disappointment to many. It is, indeed a very fine large, yellow peach, of excellent quality, but it can not be classed as hardy, and it is a great mistake to recommend it, excepting for favorable locations, and then sparingly.

Belle of Georgia. See previous list of Hardy Peaches.

Elberta. Ripens about a week after Belle of Georgia, but season laps when Elberta bears, which it has failed to do with us to any extent, thus far, under our conditions, but ordinarily, with the great majority of peach growers, it is a great money maker and more extensively planted, perhaps, than all others combined.

This is the great canning peach, and to a great extent, in many markets, either furnishes or causes the cheap peaches, if there are any.

As ordinarily grown and handled, the quality is low, but is much improved

by allowing to thoroughly ripen on the tree. There are actually millions of Elberta trees planted each year in the United States, and the question for the grower of low quality peaches to consider is, what will be the result later?

Crawford Late. If all the peaches sold as Crawford Late were actually produced on the comparatively few trees of this variety planted, it would be a wonderful annual cropper, in fact it would take more crops a year than alfalfa gives, for the trees to do it. But as it is, so many people know little about the varieties, and will often ask if Carman or any other white peaches are "Crawfords," or will buy any old peach if told they are Crawford. Does not produce well under our conditions, but it is all right for favorable locations.

Crosby. See previous list of Hardy Peaches.

Chairs. A valuable variety with some, as we have seen good crops of Chairs under conditions suited to it, but does not do well with us.

Large, yellow and red, yellow flesh and freestone. Good quality for a yellow peach, and a good keeper. Is often reported to be a shy bearer in other sections.

Hills Chili. See previous list of Hardy Peaches.

Salway. Many peach growers are looking for a large, very late yellow peach, one that bears well and pays well. The Salway seems to get away from the Elberta season entirely, and there is considerable interest in it on that account. The variety is reported as hardy in tree and bud in Central New York. Quality is not high.

Gold Drop. This is a variety we have been growing for dealers' trade. We do not know its season compared with other sorts here. Described as hardy, medium in size, yellow and red, fair quality. Looks like Crosby, but not as high quality.

Don't Give Up Yet.

Try Once More.

Many of you think there is no use trying to grow peaches under the unfavorable conditions you are obliged to meet, but you can have peaches if you plant the right kind, unless you live in a very peach forsaken section.

Would you be willing to try just a few trees, if we take the risk? See our offer to replace—3rd cover page.



Standard Pears

In the selection of a list of varieties for the commercial pear orchard, conditions under which one is obliged to work and the markets, should be carefully considered. As a rule, pears earlier than Bartlett, generally sell low. Clapp, however, which ripens a few days ahead of it, and the best of all the early pears, often pays well.

Early varieties grown further south, for shipment to northern markets sometimes net large returns. Wherever Bartlett succeeds, other varieties are generally of secondary importance, an important exception being the Seckel, which is largely grown in some sections and the Kieffer is a very important variety for canning.

One point to remember in planting pears, is that forcing too much growth is often believed to induce and increase blight.

VARIETIES OF PEARS

In order of ripening.

Tyson. Probably the best very early pear for the home orchard. Yellow and red; medium to large size, sweet, juicy, rich and fine quality. Heavy annual bearer.

Clapp. Green, red and yellow, mostly red in the sun. Large size, flesh tender, melting, juicy and highest quality. Should be picked before fully mature for best results. Tree subject to blight under some conditions.

Bartlett Well known in all markets, and the leading standard variety. Carries well in cold storage. Fine for canning or dessert. Should be given a prominent place in every home or commercial orchard wherever it succeeds, and it is adapted to a very large territory.

Flemish Beauty. Popular in some localities, especially through the West. Large, russeted, yellow and red, rich, juicy and fine quality. Tree a strong grower and productive.

Howell. Very large size; yellow; flesh tender, juicy, fine quality. Tree a strong, distinct grower.


Seckel. The standard of quality among pears, and being heavily planted in some localities. For the special grower who can produce big Seckel and handle intelligently there is no more

profitable variety. Its high quality is well known on the market and in point of real merit, it is the biggest little pear on earth.

Sheldon. Green, yellow and russet. Large size; round, flat; flesh juicy, melting and of fine quality. Fine for home orchard.

Angouleme (Duchesse). Has been very extensively planted as a dwarf, but does well as a standard. Fruit very large, green and yellow. Skin coarse, but flesh tender, juicy and very good, but not of the highest quality.

Bosc. The finest large fall pear, but unfortunately the tree is a very poor grower in nursery, and is but little grown in the nurseries at present. It is, however, a variety which well repays the extra labor of double working or any trouble in getting it started. We warn orchardists to avoid the selection of Kieffer as a stock on which to top-work Bosc, unless expert in handling them, as a portion of the Kieffer should be allowed to grow for a few years. Much labor is saved by lining out some strong grower for a year or two, where the work can be done without so much traveling in performing the different operations.

 **No Trees** of Bosc of any size to offer, but we will be glad to grow on contract for those who desire to produce the finest quality large fall pear on the market.

Kieffer. There is money in Kieffer when you hit it right. They pay well in New Jersey at 15 cts per $\frac{3}{4}$ basket,

or about 25 cts. per bushel, the price paid there by canneries the past fall. Look before you leap, however. Kieffer



DANSVILLE, NEW YORK

**MOREY'S
ROGERS**

is a canner, and it's great for that purpose. Bears and bears and bears, but the inexperienced will hardly look at them the second time, much less think of eating them, as often grown in the north; but when properly handled and ripened right, they are juicy and rich. Many will laugh at the idea of a Kieffer pear being juicy and rich, but it's true.

Some parts of New York State on land and location suiting them, the quality is even superior to the New Jersey product, as they do not grow so large and coarse. As we see it here, it is often a small, hard, worthless looking thing, but even at that, fine for canning. Last year one man sold his Kieffer as "Late Bartlett" right here in Dansville. Great losses were met with twenty or

twenty-five years ago, by planting Kieffer alone in large orchards. It is safer with any fruit to interplant the varieties.

Anjou. Large size; green and yellow; good quality. One of the finest of the winter pears when you can get it, but the fruit blows off so easily, unless one is very favorably located, it is very unsatisfactory and unprofitable for commercial purposes. For home orchard in sufficiently protected locations it is fine.

Lawrence. This fine old variety is still one of the very best of our winter pears, superior to Anjou in quality and ability to stick tight in a storm. Fruit medium to large, yellow, slightly russeted. Flesh tender, very juicy, rich and of the highest quality.

Dwarf Pears

The demand for dwarf pears has fallen off very much during recent years, and planting them meets with but little approval at present. There are still conditions under which they are profitable. The practice of heading standards so much lower than formerly seems to have taken the place of dwarf trees to some extent.

VARIETIES OF DWARF PEARS

All varieties offered under list of Standard pears excepting Kieffer, which does not succeed when worked direct on the quince.



**If You
Get Two**



or more copies of this catalogue kindly hand the extras to neighbors. We ask this as a special favor.

In this change of business to direct with the planter, we have been obliged to depend entirely on securing lists of intelligent fruit growers from different sources, and sometimes the same name appears on six or seven different lists. It is impossible to eliminate all duplicates, but if they are handed to others the favor will be appreciated by

The J. B. Morey Nurseries, Dansville, N. Y.

ISAAC C. ROGERS, Sales Manager

Plums

Great changes have taken place during the past few years, as, while plums were one of the most profitable fruits to grow some years ago, at the present time, with the exception of Prunes and Damsons and in special cases under unusual conditions with some other sorts, the planting of plums for commercial purposes is attended with too much risk to warrant the undertaking, especially in a section where there is now, or likely to be in the near future, any possibility of their coming in competition with peaches.

While the peach is on the market, or to be had in any way within reason, the demand for plums is not worth considering, as a general thing, and the peach is now being grown over a larger and ever increasing territory. Peaches will sell readily in many markets at \$1.00 per peck, with ordinary plums rotting, being given away, or occasional sales at 50 cts. per bushel.

With the Prunes and Damsons, however, it is different. They have a reputation on the market and there is nearly always a good demand for Prunes at fair price, even where common sorts are not worth gathering.

There is one market, however, that never fails, and for which every fruit grower should always plan a good supply of fruit. No matter how low plums are in other places, there is always a good demand at profitable returns, right in your own home.

Our collection of plums for the home orchard, third cover page, is carefully selected. Intelligent buyers cannot fail to note the difference between our collections for the home orchard, and those offered by some who simply name varieties they have in surplus, regardless of the real value to the planter.

JAPANESE PLUMS

The Abundance and Burbank are generally considered the best of the Japanese Plums. Many humbug varieties have been introduced during the past few years, and far more money has been put into these plums than ever has, or ever will come out. The statement that there is money in Japanese Plums is true, but the trouble is, it is in to stay.

Excepting in special cases, or for a nearby, local market, where competing fruits are scarce, none of the Japanese sorts are needed in the East excepting for the home orchard. It is also a great mistake to recommend some of the varieties of that purpose on account of poor quality and in some cases like the Red June, often very unproductive.

VARIETIES OF JAPANESE PLUMS

Abundance, Burbank, Red June, Satsuma, Wickson, Climax.

VARIETIES OF EUROPEAN PLUMS

Beauty of Naples, Imperial Gage, Bradshaw or Niagara, Lombard, Coes Golden, Monarch, Fellemburg, Moores' Arctic, Large German Prune or York State Prune, Pond's Seedling, Grand Duke, Reine Claude, Green Gage, Shipper's Pride, Genii, Shrop Damson, Yellow Egg.

We have been growing large quantities of plums for many years. We know that some of the varieties we grow, are of little value, but our trade heretofore has been altogether in supplying the middlemen who sell mostly through agents. They have colored pictures of these sorts in their platebooks, and unless we had the varieties they sold, we could not sell to them, as a matter of course. Hundreds of thousands of our trees have been sold through agents at high prices. We will now discontinue the growing of plum trees almost entirely, for our trade direct with the planter, with the exception of a few sorts.

The Large German Prune, as grown in the nurseries of this section, originated here in Dansville many years ago. It was renamed and introduced as a new variety by a Rochester firm, under the name of York State Prune. The tree is a stronger grower than the old German Prune, and for years has almost entirely superseded that variety in the nurseries here. It is one of the most valuable of all plums at the present time.



Cherries

The first consideration in planting a commercial cherry orchard, if you have a suitable location and varieties right, is the question of labor in gathering the crop. If you are strong on this one point, the rest is generally easy; though, of course, one must consider the expense of placing them on the market, in some localities; varying from nearby canneries which take them by the ton, to distant shipment of fancy cherries.

Labor saving methods of gathering the crop are now in use in some large cherry growing sections. Sour varieties for canning or nearby market are clipped off and allowed to drop to a sheet or canvas on the ground, or by another method the pickers simply take a bunch of cherries in the hand and shear them off, which is made easy by the habit of growth of some sorts which grow in bunches.

For the most part, especially the sour varieties, cherries are sure croppers and easily grown, but curculio is sometimes a serious pest, and we cannot all expect the crop to be a clean gift. The planting of sweet cherries as roadside trees, meets with the objection that where the land is not cultivated, and there is a harboring place for curculio, this little pest causes much loss in some places.

There should be no lack of cherries for the home orchard. Both sweet and sour varieties are very ornamental about the home grounds, with their wealth of bloom and beautiful fruit, and how few of us have not pleasant recollections of boyhood days or later years, of time spent in some favorite cherry tree, where sometimes a good share of the crop was immediately and very satisfactorily disposed of before leaving the tree.

Our selection of varieties for our collections of sweet and sour cherries has been carefully made, and the result to the planter alone considered, regardless of any desire to push the sale of any surplus trees, which only too often is the real use made of fruit collections. Our prices are so low as to be within the reach of every one who has room for the trees.

Sour varieties of cherries are very hardy and the fruit easily handled. The sweet varieties are more tender and the fruit requires more careful handling, but for the careful grower, are often more profitable.

VARIETIES OF SOUR CHERRIES

Montmorency. The great business sour cherry. We grow this variety in large proportion, nearly as many as all other varieties combined. Different varieties are grown under the name of Montmorency, but we have the genuine, business Montmorency.

English Morello. A close second to the above for some sections and largely planted in the West. Tree is especially hardy, but more subject to disease under some conditions than Montmorency. Fruit is very dark red and genuinely sour. Identical with Wragg with us.

Early Richmond. Still very largely planted. Fruit is smaller and earlier, and not generally as desirable as either

of the above, though for some markets is very profitable.

Louis Phillippe. Dark red, and when fully ripe is one of the very best quality sour cherries. Valuable for the home orchard.

Olivet. Large, dark red. Fine for home orchard.

Dyehouse. For all practical purposes, as grown here, Dyehouse and Early Richmond are one and the same. A slight distinction is claimed, but it is too small to be worth considering. We have, however, seen trees of some local variety grown here, on contract for other nurserymen, which is entirely distinct in habit of growth. We believe the



Dyehouse as generally grown is practically the same as Early Richmond, but if the Dyehouse you want is not the same as Early Richmond, or almost identical, we do not grow it.

Baldwin. A western cherry of comparatively recent introduction. We have not fruited it here, but is described as dark red and good quality, less acid than most sour varieties.

SELECT LIST OF SWEET CHERRIES

In order of ripening, from Governor Wood to Dyckman.

Head Sweet cherries as low as will suit your conditions. Trees are often injured in the north by freezing and thawing on south side of bodies or trunks, during winter. A zero morning, followed by bright sunshine does the business. Low limbs give much protection.

Governor Wood. One of the best early cherries for home use. Medium to large, light red and yellow, and very good quality. Tree is a good grower and easily started.

Black Tartarian. Large, black, firm and good quality. Tree is tender in nursery and often difficult to get started in orchard, but it is one of the popular old sorts. The root system of the Black Tartarian is inclined to be light and often on some soils, large trees have but few roots. Our soil seems to suit the variety, as our Black Tartarian are unusually well rooted. In this connection, let it be remembered that, as a general thing, it is the bud that is inserted in the stock which changes or affects the root system of the entire tree, instead of being the stock which changes the variety grown upon it.

Napoleon or Royal Ann. Very large, yellow and red. Fruit firm and fine quality. A valuable variety for home use or market. Very heavily grown on the Pacific Coast as Royal Ann.

Windsor. Large, dark red, firm and finest quality. Tree a strong, healthy grower, and one of the hardiest and most valuable of all sweet cherries for general planting in the east. Season

late, coming after strawberry season is pretty well over, which is often an objection to growing early cherries for market.

Dyckman. (Dikeman) Black, good size and good quality, but not as large and tree not considered as hardy as Windsor, but later in season, which adds to its value for the home orchard and for market in some localities.

Bing and Lambert are comparatively new sorts from the Pacific Coast. They seem worthy of a trial on account of the large size. Bing is claimed to be over an inch in diameter, and Lambert much larger than Bing, so it may be necessary to make "two bites" of a cherry with these sorts.

Additional Varieties. Black ~~—~~le, Coe's Transparent, Rockport, Schmidt's Big, Yellow Spanish. These are varieties we have been growing for dealers who show them in colors in their plate books, and while we know they do not compare in value with other sorts, we were obliged to grow them for the middlemen. Thousands and thousands of our cherry trees, which we have sold to other nurserymen, have been sold through agents at 50c, 75c and \$1 each.

We might add a page or two, telling of the big money other people have made growing cherries, which would be all true, but would not help or interest you so much as to know whether you can make money growing cherries or not. That depends on you, your location and the labor problem. Moreys' trees will save you money and start you safe. There are no doubts about the profits from the home orchard, as the demand is steady and the market handy.

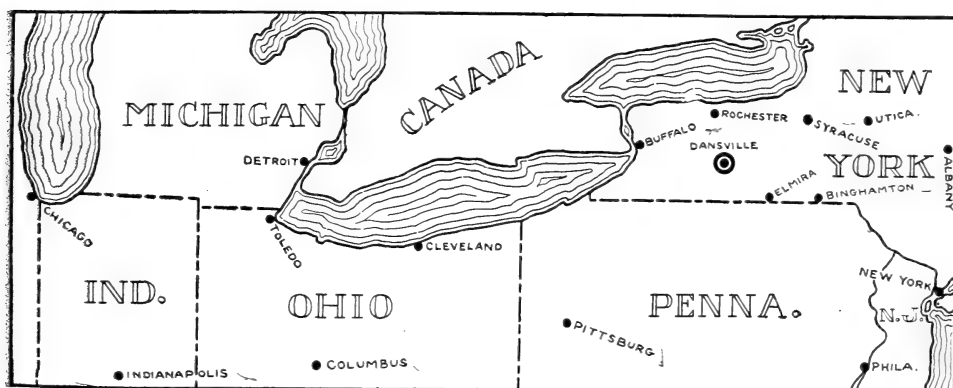
Read the Morey Story—Pages 1 to 8

It tells the plain truth about conditions as they actually exist and will open your eyes to facts to which many are blind.



DANSVILLE, NEW YORK

**MOREY'S
ROGERS**



MAP SHOWING LOCATION OF DANSVILLE

Your boys may laugh at the idea of Dansville being so much larger than New York City (on the map), but don't forget to explain to them that Dansville is a more important center in some ways than even New York City or any other city in the state.

We Pay the Freight

on all orders which reach us before 3rd Mo., 15th, 1912, to the following distributing points:

**Albany, N. Y., Philadelphia, Pa., Pittsburg, Pa.,
Detroit, Mich., Chicago, Ill.**

Orders for points near or beyond these points are combined in solid car loads, and are shipped from there to destination.

If anything not entirely plain, drop a line to

The J. B. Morey Nurseries, Dansville, N. Y.
ISAAC C. ROGERS, Sales Manager

The Morey Standard

Both the Morey Standard of grading and reputation of the Morey trees have stood so high among nurserymen, that for years they have commanded a price of \$10 to \$25 per thousand higher than 99% of the growers of the Genesee Valley have been able to secure.

Planters now get the same service, and the same high standard of grading. We have only the one system of grading for all alike. The planter gets just what he pays for the same as the nurserymen to whom we have been selling.

We have been accustomed to dealing with nurserymen who bought our trees by the regular standard, of grading by caliper and height. Trees that please them will please you, for they have been buying of us by the correct measure and many of you have been buying of them by another.

Terms of Sale

Prices are made for CASH WITH ORDER, but we will book and hold orders amounting to \$4 or more for later shipment, when small payment is made on account, at least one-fourth the amount of the order. Balance should reach us not later than 4th Mo. 1st, 1912 as by that time orders should be moving freely.

WE PAPER LINE ALL BOXES, using damp shingle shavings or excelsior, which cannot heat and does not dry out easily.

WE GUARANTEE SAFE ARRIVAL ANYWHERE ON EARLY ORDERS.

NO CHARGE FOR BOXING on orders amounting to \$2.50, 25 cts. extra for packing smaller orders. Orders for less than \$3.00 by freight, add 35c extra.

HOW TO SEND MONEY: Cash should never be sent in letter unless registered. Post office or Express Money Orders, Bank Drafts or Registered Letters will reach us safely, and we cannot be responsible for money sent in any other way.

WE DO NOT RESERVE THE RIGHT TO SUBSTITUTE. Purchasers can depend on a square deal in this respect. On late orders it is always best to name second choice or allow us to choose, but if not so desired, say "NO SUB."

TREES SHOULD BE UNPACKED, as soon as they arrive, excepting in cold weather, and report must be made within three days of arrival, of any shortage, or of any trees found not as represented by us. Any trees not satisfactory to purchaser are to be reported to us at once, carefully protected and held subject to our orders. When no report is made within time specified it is understood that trees are satisfactory and accepted.

CLUB ORDERS or INDIVIDUAL ORDERS, amounting to \$25 or more may select all stock at 100 rates or lowest prices quoted, even though but one or two trees of a kind are wanted in some instances.

EARLY ORDERS ONLY can depend on securing a full assortment of the varieties offered in some lines. Purchasers should not fail to secure the advantages of early ordering. We can hold orders for later shipment when desired.

MOREY'S GUARANTEE IS 3 TO 1

The purity of our trees has already become well established. Every tree sent out is correctly labelled, and great care used to keep the variety pure, but should a mistake creep in, we will be responsible for and cheerfully pay in cash all damages that may arise from such mixture, up to THREE TIMES the price paid us for such trees as prove untrue, and it is mutually agreed between the purchaser and ourselves, that no more than this would be asked in any event.

And the purchaser further agrees to keep a careful record by diagram, or record of location in rows, of all trees bought of the J. B. Morey Nurseries, or of trees from any other nurseries, if any such are planted among them or nearby, and to furnish us with copy of same for verification if we so desire.

ALWAYS GIVE SIZE AND AGE of trees desired, and if no other size than the one ordered will be satisfactory, if we are unable to supply accordingly, money will be refunded.

Planters in many instances would be better satisfied to receive trees of the variety ordered, even though of a different grade (adding extra trees or refunding difference if smaller), than to miss getting the trees. Our trees are all young and thrifty, nothing over two years old but, if no change in size or age is allowed, so mark order plainly.

It is always best to have these matters understood in ordering, as all goods offered by the J. B. Morey Nurseries will be sold under these terms, and the placing of an order is their acceptance by purchaser.

All orders are accepted subject to our being able to fill them. Careful record of sales will be kept, but we cannot be responsible for losses which may make shortage, such as fire, flood, winter-injuries or other causes.

Isaac C. Rogers,
Sales Manager.

ADDRESS ALL ORDERS TO
THE J. B. MOREY NURSERIES,
DANSVILLE, N. Y.



DANSVILLE, NEW YORK

**MOREYS
ROGERS**

Prices of Fruit Trees

NO TREES OVER TWO YEARS OLD

(See terms of sale on page —)

QUANTITIES: We furnish 5 trees in 2 varieties or 10 trees in 4 varieties at 10 rates; or 50 trees in 5 varieties, 100 trees in 10 varieties at 100 rates. Long lists of one or two of a kind always at single rates.

On orders amounting to \$10, purchasers may select all stock at 100 rates, provided not less than 5 trees of a kind be ordered. On orders amounting to \$25, purchasers may select all stock at 100 rates even though only 1 or 2 trees of a kind are called for in a few instances.

SIZES: Our sizes are given by both caliper and height, the only proper way to grade 2 year trees. Allowance is made for some varieties, according to the habit of growth. Seckel pears, for instance, are much shorter growers than ordinary standard pears, and in such cases the size by caliper rules, as it does also with peaches from heavy land. The growth of varieties varies, but the sizes named are the standard sizes in use among nurserymen. In selling to other nurserymen we simply designate the grade by caliper, as $\frac{3}{4}$ or $\frac{5}{8}$, or as the case may be, the height being understood. This is a simple, reliable standard method of grading trees, which must eventually supercede measurement by height alone, which is misleading and often opens a way for dishonorable concerns to misrepresent and mislead people into thinking they are getting something cheap.

All Trees we offer are First Class of the grades named. Culls and defective trees are burned.

SWEET CHERRIES

Prices named below are for all varieties of Sweet Cherries offered and described on previous pages of this Catalogue. Note that our $\frac{5}{8}$ to $\frac{3}{4}$ are as large as generally offered as first-class and shall we say, 7 times more reliable than many?

	Each	10	100
$\frac{3}{4}$ & up, 5 to 7 & 6 to 7 ft., 2 yrs. old	\$.25	\$2.00	\$15.00
$\frac{5}{8}$ to $\frac{3}{4}$, 5 to 6 ft, 2 yrs. old	.20	1.75	10.00
$\frac{1}{2}$ to $\frac{5}{8}$, 4 to 6 ft, 2 yrs. old	.15	1.25	8.00
$\frac{3}{8}$ to $\frac{1}{2}$, 3 to 5 ft. 2 yrs. old	.10	.80	5.00

One Year Old Cherries. Both Sweet and Sour Varieties

	Each	10	100
3 ft. & up, strong, well rooted	\$.20	\$1.50	\$12.00
2 to 3 ft. " " "	.15	1.25	9.00
1½ to 2 ft. " " "	.12	1.00	7.00

We have a few hundred Napoleon, Bing, and Lambert, 1½ to 2 feet, beautiful roots, at \$5.00 per 100.

SOUR CHERRIES

Prices of all varieties offered. Sour Cherries spread more at the top and do not grow as tall as sweet varieties. Short growers of the Morello type are not as tall generally as other sorts.

	Each	10	100
$\frac{3}{4}$ & up, 4½ to 6½ ft., 2 yrs. old	\$.25	\$2.00	\$15.00
$\frac{5}{8}$ to $\frac{3}{4}$, 4 to 5 & 4 to 6 ft., 2 yrs. old	.20	1.50	10.00
$\frac{1}{2}$ to $\frac{5}{8}$, 3½ to 5 ft., 2 yrs. old	.15	1.00	8.00
$\frac{3}{8}$ to $\frac{1}{2}$, 3 to 4 ft., 2 yrs. old	.10	.75	5.00
100 Early Richmond, $\frac{3}{4}$ & up, \$10.00, $\frac{5}{8}$ to $\frac{3}{4}$ \$8.00, $\frac{1}{2}$ to $\frac{5}{8}$ \$6.00.			



APPLES

Nothing over 2 years old. Prices are for all varieties named on previous pages, excepting those named below. Allowance must be made in height for short growers like Yellow Transparent and others.

	Each	10	100
$\frac{11}{16}$ & up, 5 to 7 ft., 2 yrs. old	\$.35	\$3.00	\$27.50
$\frac{5}{8}$ to $\frac{11}{16}$, 5 to 6 ft., 2 yrs. old	.30	2.50	20.00
$\frac{1}{2}$ to $\frac{5}{8}$, 4 to 6 ft., 2 yrs. old	.20	1.75	12.50
$\frac{3}{8}$ to $\frac{1}{2}$, 3½ to 5 ft., 2 yrs. old	.15	1.00	7.00

Yellow Transparent, Sweet Bough, Maiden Blush, Fall Pippin, and Winter Banana, in $\frac{5}{8}$ grade, 2 year only, at single and 10 rates.

Stayman in $\frac{5}{8}$ grade only.

Prices on One Year Apples

	Each	10	100
4 feet and up	\$.30	\$2.50	\$20.00
3 feet and up	.25	2.00	15.00
2 to 3 feet	.20	1.50	10.00
1½ to 2 feet	.15	1.00	6.00

Spitz and Stayman, 1 year, and 3 to 4 feet only, at 2c per tree extra.

DWARF APPLES

Prices on all varieties offered.

	Each	10	100
1 yr. old, 3 to 4 ft.	\$.25	\$2.00	\$12.50
1 yr. old, 2 to 3 ft.	.20	1.50	10.00
1 yr. old. 1½ to 2 ft.	.15	1.25	8.00

PEACHES

Nothing over one year old.

Elberta	Early Crawford	Late Crawford	Fitzgerald
Gold Drop	Mount Rose	Chair's Choice	Hill's Chili
Champion	Niagara	Crosby	

Prices on above list of varieties.

	Each	10	100
$\frac{9}{16}$ & up, 4 to 6 ft.	\$.25	\$2.00	\$12.00
$\frac{7}{16}$ to $\frac{9}{16}$, 3 to 4 & 3½ to 5 ft.	.20	1.75	10.00
2 to 3 ft.	.15	1.00	6.00
1½ to 2 ft.			4.50
1 to 2 ft.			3.00

In grading Peaches by caliper, the tendency is to run the grades strong. There is no "skin game" grading about these. A man can use all the X's in the type case, but it does not cover up deception.

Prices on Special Varieties of Peaches

Greensboro, Carman, Hiley, Belle of Georgia, Salway, Smock.

	Each	10	100
3 to 4 ft., mostly $\frac{7}{16}$	\$.20	\$1.75	\$10.00
Carman, $\frac{1}{2}$ to $\frac{9}{16}$, 3½ to 5 ft.			11.00

PLUMS

All budded on imported Plum roots. Prices on all varieties of Plums offered. Allowance must be made in height for such sorts as Monarch, Grand Duke, and others that naturally grow short.

	Each	10	100
$\frac{3}{4}$ & up, 5 to 7 ft., 2 yrs. old	\$.25	\$2.25	\$18.00
$\frac{5}{8}$ to $\frac{3}{4}$, 5 to 6 ft., 2 yrs. old	.20	1.75	14.00
$\frac{1}{2}$ to $\frac{5}{8}$, 4 to 6 ft., 2 yrs. old	.15	1.25	10.00
$\frac{3}{8}$ to $\frac{1}{2}$, 3½ to 5 ft., 2 yrs. old	.12	.80	6.00

Large German Prune alone, 2c per tree extra.



DANSVILLE, NEW YORK

MOREYS ROGERS

One Year Old Japanese Sorts

	Each	10	100
$\frac{11}{16}$ and up	\$.25	\$2.00	\$16.00
$\frac{5}{8}$ to $\frac{11}{16}$.20	1.75	14.00
$\frac{1}{2}$ to $\frac{5}{8}$.18	1.50	12.00
$\frac{3}{8}$ to $\frac{1}{2}$.15	1.25	8.00

QUINCES

Prices on all varieties offered.

	Each	10	100
$\frac{5}{8}$ & up, 2 yrs. old	\$.30	\$2.50	\$20.00
$\frac{7}{8}$ to $\frac{5}{8}$, 2 yrs. old	.25	2.00	15.00
3 ft. & up, 1 yr. old	.25	2.00	15.00
2 to 3 ft.	.20	1.50	12.00

STANDARD PEARS

Prices on all varieties offered except Bartlett. Some "fake wholesale" concerns can sell you trees labelled Bartlett for less than genuine Bartlett, properly graded, are worth in carload lots. "Gold Bricks" are cheap. Our Standard Pear trees are a very clean, thrifty lot of two year old trees, lower headed, smoother and better than older trees. They are graded $\frac{11}{16}$ and up, which makes a beautiful grade. Short growers, like Seckel, will not always meet the measure by height. Caliper rules.

	Each	10	100
$\frac{11}{16}$ & up, 5 to 7 ft., 2 yrs. old	\$.30	\$2.50	\$20.00
$\frac{5}{8}$ to $\frac{11}{16}$, 5 to 6 ft., 2 yrs. old	.25	2.00	15.00
$\frac{1}{2}$ to $\frac{5}{8}$, 4 to 6 ft., 2 yrs. old	.20	1.50	12.00
$\frac{3}{8}$ to $\frac{1}{2}$, $3\frac{1}{2}$ to 5 ft., 2 yrs. old	.15	1.00	7.50

Prices of one year old on application. For Bartlett alone, add 2c per tree to above prices.

DWARF PEARS

Prices are for all varieties offered excepting Bartlett, which are 3c per tree extra.

	Each	10	100
$\frac{11}{16}$ & up, 2 yrs. old, $3\frac{1}{2}$ to 4 ft.	\$.25	\$2.00	\$16.00
$\frac{5}{8}$ to $\frac{11}{16}$, 2 yrs. old, 3 to 4 ft.	.20	1.50	12.00
$\frac{1}{2}$ to $\frac{5}{8}$, 2 yrs. old, 2 to 3 ft.	.15	1.25	9.00
$\frac{3}{8}$ to $\frac{1}{2}$, 2 yrs. old, 2 to 3 ft.	.12	1.00	7.00

DISCOUNTS

We give a discount of 5% on all orders which reach us before 3rd month 15th, 1912, in addition to **paying the freight** to our five distributing points.

On nearby orders which are not to be shipped to distributing points, we give a discount of 10% until 3rd month, 15th, 1912.

See where we pay the freight

Grape Vines and Small Fruits

Dansville is almost entirely a fruit tree centre. The proportion of grape vines and small fruits actually grown here, is too small to be worthy of mention.

Some planters like to buy trees and small fruits at the same nursery. But, can you get the same service, as to buy your trees of a fruit tree specialist, and your grape vines and small fruits of a specialist in that line?

Do you want your grocer to sell you sugar and nails too?

Does your shoemaker lose your trade, because he cannot shoe your horses?

We cannot give you as good service in the line of small fruits as a small fruit specialist. Our men have never been accustomed to growing and handling them. That is a special line of work. We grow trees and we know trees; that is our special line. We are fruit tree specialists. We know that we can give you better service, when we sell you what we grow, and that you can get better service by going direct to a small fruit specialist, than from many of those who offer a long list of varieties of grape vines and small fruits, even claiming to be "wholesale growers" in that line; when, instead of the car loads one would think they grew, a wheelbarrow, and a very small one, would abundantly suffice for the handling of all they actually do grow.



Ornamentals

In addition to a few Carolina Poplars, the amount of stock in this line actually grown here is not worth considering. Nearly all that offered is grown outside. The writer has never seen but one block of roses grown here and that was about two rods square, put in a little garden patch for the fun of it, or as an experiment by our J. B. Morey several years ago.

The growing of anything like a full assortment of ornamentals requires special equipment unknown to this section.

We are fruit tree specialists, and we offer you special service in our line.

It pays to go to headquarters for what you want. You cannot afford to go to middlemen, or unreliable, irresponsible firms for your trees.

Don't run your head in a hornet's nest,
When you can go to the hive for honey.
The safest way is always best,
Whether it saves you pain or money.

CAROLINA POPLARS

We offer these F. O. B. only, as we cannot pay the freight at these prices.

10 to 12 feet 20 cents each, \$15.00 per 100

8 to 10 feet 15 cents each, \$10.00 per 100

You've Got to Spray If You Want Good Fruit

You can do thorough spraying *only* with the most efficient pump and outfit. No other kind of spraying is worth while—no other spray pump is worth bothering with. That's why you should buy a

Goulds Reliable Sprayer

Goulds Sprayers are, first, designed to meet spraying conditions most efficiently; then, built of the proper materials to give long service and resist the action of spray chemicals. Made in all types, for hand and power.

Don't buy a spray pump because the first cost is low. A Goulds Sprayer will prove the most economical you can buy.

Send for our booklet—

**"How to Spray—
When to Spray—
Which Sprayer to Use"**

The numerous and authentic spray formulas it contains make it of the greatest value to every crop grower.

The Goulds Mfg. Co.

**115 W. Fall Street
Seneca Falls, N.Y.**

Largest
Manufacturers
of Pumps for
Every Service

We have been having pleasant business relations with, and have been satisfied customers of the Goulds Mfg., for many years. We can recommend everyone who needs a pump for any purpose, to get in touch with them. — Isaac C. Rogers.

Let Us Grow Your Trees Under Contract

Many large planters have plans made covering just what they expect to plant for a year or two, and sometimes several years ahead. It is often difficult to secure reliable trees of just the kinds desired, and the plan of contracting in advance is one that more and more fruit growers are considering.

We are making a specialty of growing trees under contract. There is no scale in this section; our soil is well suited to the production of well rooted, healthy trees; our men are skilled in the work, and we are well equipped for the business.

**WE CANNOT UNDERTAKE TO GROW TREES FROM ORCHARDS
INFESTED WITH SAN JOSE SCALE**

APPLES

We will grow one year apples from grafts, for delivery fall of 1912 or spring of 1913, or we can arrange to carry an extra year at a few cents per tree additional if purchaser prefers an older tree.

Prices for General List of Varieties, Good Growers: \$12.50 per 100, not less than 250 of a kind; or \$100 per 1000, not less than 250 of a kind or less than 500 in an order.

In a well cared for block of good grafts, under the conditions we have in this section, a large proportion at one year old usually run about three feet in height, some taller, others shorter. With good growing varieties, from good scions, trees too small for forming head at the usual height, which is about two feet would not be included. But for special varieties, poor growers, or from scions sent direct from bearing orchards, we could not get as large a proportion of trees running over three feet in height, and planters could not expect as large a tree. Any well grown, well rooted specimens of the variety would be included in such cases.

TERMS OF CONTRACT

For General List of Good Standard Sorts

On Small Quantities, not less than 250 of a kind $2\frac{1}{2}$ cts per tree to be sent with order; balance fall of 1912. Trees will be carried until spring of 1913, free of charge if preferred.

On Large Quantities, not less than 250 of a kind, and not less than 500 trees in an order $1\frac{1}{4}$ cts per tree, to be sent with order, balance fall of 1912. Carried until spring 1913 free of charge if desired.

Two Year Old Trees. Should any purchaser desire two year old trees, we would contract as above and make an additional charge of 3 to 5 cts per tree extra, depending on the method of handling desired, whether to be cut back to make large one year old again the second year, or allowed to make a two year old head.

For Special Varieties, or sorts for which we would have difficulty in finding a market, should there be failure to take the trees as contracted for.

On Small Quantities, one-half of the amount would be required, or

On Large Quantities, 3 cts per tree with order, same terms and quantities, as above mentioned for general list of varieties.

Contracts for not less than 100 trees we can arrange by correspondence.

**ALL ORDERS FOR GROWING APPLE TREES ON CONTRACT MUST
BE PLACED BEFORE 3-1st, 1912**

PEACHES AND CHERRIES

Contracts to be arranged by correspondence later in season.

Collections for the Home Orchard

AT THESE PRICES ADD TWENTY-FIVE CENTS FOR PACKING ON SINGLE COLLECTIONS ORDERED ALONE. When a collection is ordered with other trees, or where two or more collections are ordered together, no extra charge is made for packing, excepting on freight orders amounting to less than \$3, which have to be boxed. In such cases add 35 cts to cover the cost of box.

DO NOT MAKE ANY CHANGE IN THE VARIETIES OFFERED in these collections, as prices are made low on account of being put up in large quantities. Simply order collections by name. It is not necessary to give list of varieties.

COLLECTION OF DWARF APPLES

1 each: Baldwin, King, Spy, R. I. Greening, Wealthy and McIntosh, 6 1 yr. old trees, 3 to 4 ft. for \$1.00.

COLLECTION OF HARDY PEACHES

(Guaranteed)

1 Greensboro, 2 Carman, 2 Hiley, 2 Belle of Georgia, 1 Crosby, 1 Hills Chili, 9 trees of the regular 7-16, 3 to 4 ft. grade for \$1.00.

SPECIAL COLLECTION OF HARDY WHITE PEACHES

2 Greensboro, 2 Hiley, 3 Carman, 2 Belle of Georgia; 9 trees 3 to 4 ft., 7-16, for \$1.00.  DO NOT PLANT ON RICH LAND.

If you live in an unfavorable location, and would like to try not more than two collections of hardy peaches, we will go in with you:

If the trees do not stand the first winter, we will replace them free, with trees like cherries, apples or other hardy trees of your selection to same value. And further, if trees do stand the winter, and after 4 to 5 years, you fail to get peaches, and are not satisfied we will replace with other trees of your selection, as above. That's fair enough isn't it? This Guarantee Applies to These Two Collections

SPECIAL COLLECTION OF WHITE AND YELLOW PEACHES

1 Greensboro, 1 Carman, 1 Hiley, 1 Champion, 1 Belle of Georgia, 1 Crawford Early, 1 Fitzgerald, 1 Elberta, 1 Salway; 9 trees 3 to 4 ft., 7-16, for \$1.00.

SUCCESION OF PEACHES FOR GENERAL PLANTING

1 Greensboro, 3 Carman, 1 Mt. Rose, 2 Hiley, 2 Champion, 1 Crawford Early, 1 Fitzgerald, 2 Belle of Georgia, 2 Elberta, 1 Crawford Late, 1 Crosby, 2 Salway; 19 trees 3 to 4 ft., 7-16, for \$2.00.

COLLECTION OF SOUR CHERRIES

2 Montmorency, 1 L. Phillippe, 1 Olivet, 1 Early Richmond, 1 English Morello, 6 finest 2 yr. trees, $\frac{3}{4}$ and up, 4 to 6 and 5 to 7 ft., \$1.00.

COLLECTION OF SWEET CHERRIES

1 Governor Wood, 1 Black Tartarian, 1 Napoleon, 2 Windsor, 1 Dikeman, 1 Bing, 1 Lambert; 8 trees, largest and finest 2 yr. old, $\frac{3}{4}$ and up, 5 to 7 ft., \$1.25. Same as above, in 2 yr., 5 to 6 ft., $\frac{5}{8}$ to $\frac{3}{4}$, 8 trees for \$1.00.

COMBINATION CHERRY COLLECTION

(SWEET AND SOUR VARIETIES)

1 Montmorency, 1 L. Phillippe, 1 English Morello, 1 Early Richmond, 1 Governor Wood, 1 Napoleon, 1 Windsor, 1 Bing; 8 trees $\frac{3}{4}$ and up \$1.25, or $\frac{5}{8}$ to $\frac{3}{4}$ of the same 8 varieties for \$1.00.

COLLECTION OF PLUMS

1 Abundance, 1 Burbank, 1 Bradshaw, 1 L. G. Prune or York State Prune, 1 Monarch, 1 Reine Claude, 1 Shrop Damson, 1 Grand Duke; 8 trees, $\frac{3}{4}$ and up, finest 2 yr. for \$1.50. 8 trees $\frac{5}{8}$ to $\frac{3}{4}$, 2 yr. old, \$1.25.

COLLECTION OF STANDARD PEARS

1 each: Tyson, Clapp, Bartlett, Flemish Beauty, Howell, Seckel, Sheldon, Anjou, Lawrence: 9 trees, 2 yr. old. 11-16 and up, 5 to 7 ft, \$2.00. 9 trees $\frac{5}{8}$ to $\frac{3}{4}$, \$1.50.

We do not offer any collection of Standard apples, as the choice of varieties varies so much with location.

Morey's Trees Stand The Test At Planting Time At Fruiting Time



We send this Tree gauge free to all tree planters who ask for it. It knocks the false bottom out of the measure by which you have been buying trees.

J. B. Morey designed the first circular Tree gauge ever used and sold to nurserymen.

J. B. Morey is the first nurseryman to place a tree gauge in the hands of a planter and to establish a standard system of grading between nurseryman and fruit grower.

The J. B. Morey Nurseries

ISAAC C. ROGERS
Sales Manager

Danville, N. Y.